

1916 Maxwell \$655

Including Electric Starter and Electric Lights



The "Wonder Car"

All Low "First-Cost" Records Broken

The new 1916 Maxwell shatters all low "first-cost" records for a real automobile. Think of it—a full 5-passenger car—an absolutely complete car, with electric starter, electric lights, high-tension magneto, and every refinement—a luxurious car—a beautiful car—a powerful 50-mile-an-hour-car,—yet a light-weight real economy car—for \$655.

All Low "After-Cost" Records Broken

The "first cost" of an automobile is a big consideration to any sane man, but the "after cost" is an even bigger consideration to any man who wants to remain sane in his automobile investment.

The "after cost" or upkeep is what a car costs you to maintain, run, and enjoy, after you have bought it, and it is mighty hard to enjoy an automobile if it costs you too much to run.

The Maxwell has lowered all economy records for:

- 1st—Miles per set of tires
- 2nd—Miles per gallon of gasoline
- 3rd—Miles per quart of lubricating oil
- 4th—Miles lowest year-in-and-out repair bills

1916 Maxwell High-Priced-Car Features, all included for \$655

Electric Starter and Electric Lights
Demountable Rims
High-tension Magneto
"One-man" Mohair Top
New Streamline Design
Double Ventilating Windshield (clear vision and rain-proof)
Electric Horn

Wider Front and Rear Seats
Aluminum Transmission Housing
Handsome Rounded Radiator and Hood
Robo Rail with back of front seat leather covered
Linoleum covered running boards and floor-boards
Automatic Tell-tale Oil Gauge

Heat-treated, Treated Steel Throughout
Easy Riding and Marvellous Flexibility
Unusual power on hills and in sand
Ability to hold the road at high speed
Improved Instrument Board with all instruments set flush

Every feature and every refinement of cars that sell at twice its price

PRICE F. O. B. DETROIT

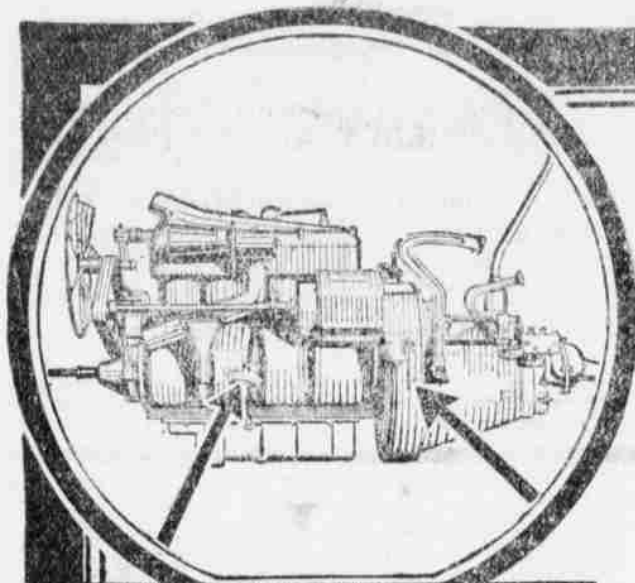
Come in and see the 1916 "Wonder Car." Ride in it—give it every test you can think of
Telephone or write for a free demonstration

LLOYD POWERS, Agent.

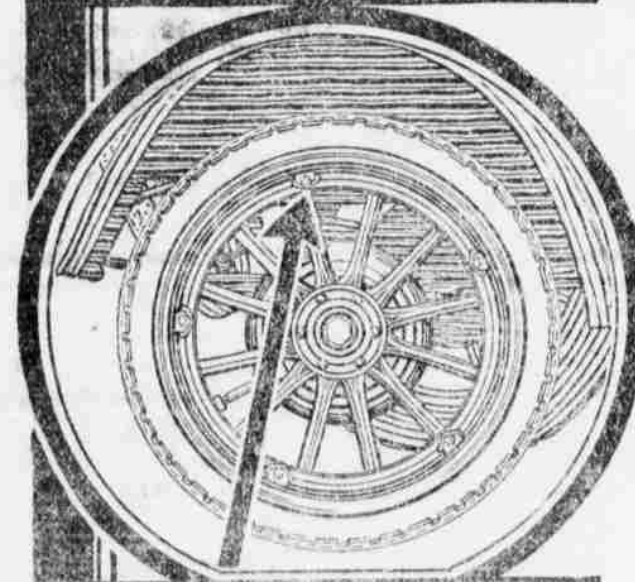
**NORTH PLATTE,
NEBRASKA.**

Built complete by the three
gigantic Maxwell Factories at
Detroit, Dayton, and Newcastle

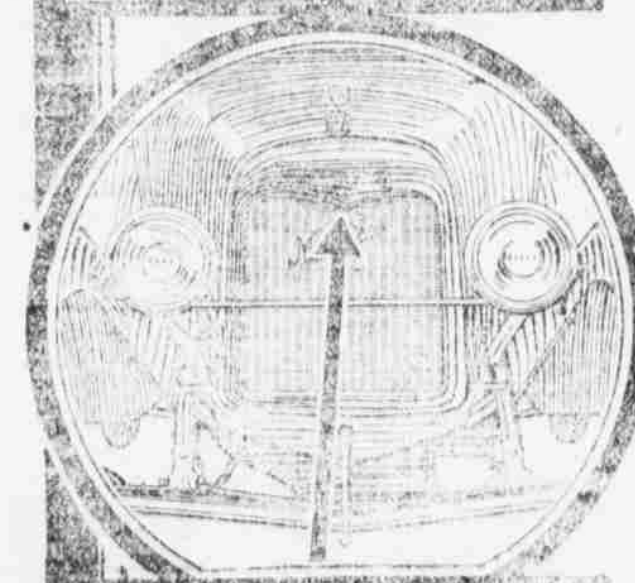
16 Great Maxwell Service Stations—
54 District Offices—Over 2,500
Dealers—all giving Maxwell service



4-cylinder Unit Power Plant with enclosed fly-wheel and clutch.



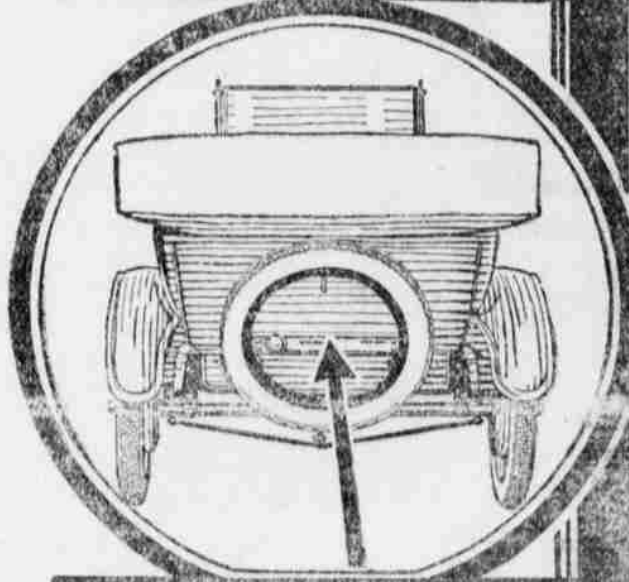
Demountable Rims are regular equipment of the 1916 Maxwell.



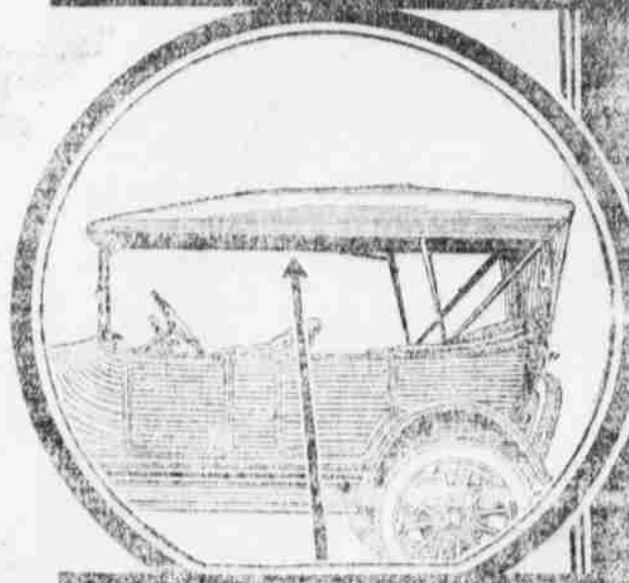
Front view showing the handsome lines of the new radiator and hood.



Speedometer, fuse box, ignition, lights, battery regulator, all mounted flush on instrument board.



Note the compact arrangement of spare tire carrier, tail light and license bracket.



Perfect fitting, "one-man" mohair top; quick adjustable storm curtains, rolled up inside of top.